GOVERNMENT OF ANDHRA PRADESH

A B S T R A C T

Tourism Promotion – Advertisements – Payment to M/s. Andhra Prabha Publications, Hyderabad, for releasing of Advertisement of A.P. Tourism in Andhra Prabha News Paper on the occasion of World Tourism Day and inauguration of Vijayawada Shopping Festival, 2014 – Sanction of Rs.2.00 lakhs (Rupees two lakhs only) including taxes on par with other News papers – Orders – Issued.

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YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.RT.No. 121 Dated: 23-04-2016

Read the following:-

1) Proposal from the Managing Director, M/s. Andhra Prabha Publications, Hyderabad, Dt.25.09.2014.
2) Invoice from M/s. Andhra Prabha Publications, Hyderabad, No.1212647, Dt.27.09.2014.
3) Govt.Lr.No.4303/PMU/PRO/2014, YAT & C (PMU) Department, Dt.25.11.2014 addressed to the Commissioner, I & PR Department, A.P., Hyderabad.
4) From the Commissioner, I & PR Department, A.P., Hyderabad, Lr.No.008793/Advt./2014, Dt.22.12.2014.

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O R D E R:-

In the reference 1st read above, the Managing Director, M/s. Andhra Prabha Publications, Hyderabad has sent a proposal for releasing of Advertisement of A.P. Tourism in Andhra Prabha News Paper on the occasion of World Tourism Day and inauguration of Vijayawada Shopping Festival, 2014.

2. In the reference 2nd read above, the M/s. Andhra Prabha Publications, Hyderabad have informed that, as per the oral instructions of the then Special Chief Secretary (Tourism), they have published the 400 sq.cms. of colour advertisement of A.P. Tourism in 8 Edition Centers of Andhra Prabha News Paper on the occasion of World Tourism Day and inauguration of Vijayawada Shopping Festival, 2014.

3. Whereas, Government have reviewed the issue and observed that, the amount quoted by M/s. Andhra Prabha Publications, Hyderabad was high vis-à-vis similar Advertisement given to other Agencies and decided to restrict / limit the amount to Rs.2.00 lakhs (Rupees two lakhs only) on par with payment made to similar advertisements released in other News Papers on the said occasions.

4. Government, after examining the matter, hereby sanction Rs.2,00,000/- (Rupees two lakhs only) to M/s. Andhra Prabha Publications, Hyderabad, for releasing of Advertisement of A.P. Tourism in Andhra Prabha News Paper on the occasion of World Tourism Day and inauguration of Vijayawada Shopping Festival, 2014.

5. The amount sanctioned at para-4 above shall be debited to the following Head of Account:

> "3452-Tourism, 01-Tourist Infrastructure, 102-Tourist accommodation & Other facilities to Tourists – Schemes included in PLAN, GH-11-Normal State Plan, SH-(13)-Tourism PMU - 260- Advertisements, Sales and Publicity Expenses".

p.t.o

6 The Escort Officer and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-4 above and disburse the same to M/s. Andhra Prabha Publications, Hyderabad through Bank. The following are bank details:

Account Name	:	Andhra Prabha Publications Limited
Bank Name	:	The Cosmos Co-op. Bank Ltd.
Branch Name	:	King Koti Branch, Hyderabad.
Bank A/c. No.	:	03060010842
IFSC Code	:	COSB0000030
PAN No.	:	AAFCA7213B

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

NEERABH KUMAR PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT

To
M/s. Andhra Prabha Publications, Road No.9,
Jubilee Hills, Hyderabad – 500 033.
The Escort Officer and Drawing & Disbursing Officer,
YAT & C (PMU) Department.
The Deputy Pay and Accounts Officer,
Secretariat Branch, Hyderabad.
Copy to:
The YAT & C (PMU-Claims) Department.
Sf/Scs.

//FORWARDED :: BY ORDER//

SECTION OFFICER